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NOTICE OF ALLOWANCE AND FEE(S) DUE

22879 7590 03/16/2010

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
3404 E. Harmony Road
Mail Stop 35
FORT COLLINS, CO 80528

EXAMINER

ELAHEE, MD S

ART UNIT

PAPER NUMBER

2614

DATE MAILED: 03/16/2010

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/843,145

04/27/2001

Salil Pradhan

30014343-1

7305

TITLE OF INVENTION: BROKERING OF INFORMATION ACQUISITION BY DEVICES IN A WIRELESS NETWORK

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510	\$300	\$0	\$1810	06/16/2010

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail**

**Mail Stop ISSUE FEE
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or Fax (571)-273-2885**

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

22879 7590 03/16/2010

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
3404 E. Harmony Road
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FORT COLLINS, CO 80528

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE-FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/843,145 04/27/2001 Salil Pradhan 30014343-1 7305

TITLE OF INVENTION: BROKERING OF INFORMATION ACQUISITION BY DEVICES IN A WIRELESS NETWORK

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510	\$300	\$0	\$1810	06/16/2010

EXAMINER	ART UNIT	CLASS-SUBCLASS
ELAHEE, MD S	2614	379-088220

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/147; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

1

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

2

3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY AND STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee
☐ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
☐ Payment by credit card. Form PTO-2038 is attached.
☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 1066 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 1066 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

Notice of Allowability**Application No.**

09/843,145

Applicant(s)

PRADHAN ET AL.

Examiner

MD S. ELAHEE

Art Unit

2614

- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 12/16/2009.
2. ☒ The allowed claim(s) is/are 1-5,7-11,14,20,22,25-37,39-43 (Rearranged claims are 1-31).
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
(a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
(b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),
Paper No./Mail Date _____
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Dan C. Hu on 03/02/2010.

Amendment was entered as following:

1. (Currently Amended) A method of advertising comprising:
~~broadcasting-receiving, at a consumer telecommunications device, a first part of an~~
advertisement broadcast via a short range link from an advertiser telecommunications device;
receiving a second part of the broadcast-advertisement on a-at the consumer
telecommunications device, wherein the second part of the advertisement is received from the
advertiser device by the consumer device after the consumer device has screened the first part of
the advertisement;

replying to the advertisement by sending a reply message including message data from the consumer telecommunications device to an advertisement broker device;

changing the message data of the reply message at the broker device to derive a changed reply message that includes at least a substantial portion of the reply message; and

communicating the changed reply message from the broker device to the advertiser telecommunications device.

2. (Currently Amended) The method according to claim 1 in which the advertisement is received at broadcast ~~to~~ a man portable consumer device.

3. (Currently Amended) The method according to claim 1 in which the consumer telecommunications device is a hand-holdable portable and pocketable device.

4. (Previously Presented) The method according to claim 1 in which the advertisement is broadcast from a man portable advertiser device.

5. (Previously Presented) The method according to claim 4 in which the advertiser device is a hand-holdable portable device.

6. (Cancelled)

7. (Currently Amended) The method according to claim 1 in which the advertiser telecommunications device does not include its own telecommunications address in the its broadcast advertisement.

8. (Currently Amended) The method according to claim 7 further including the step of including a the telecommunications address of the broker device in the advertisement broadcast by the advertiser telecommunications device.

9. (Currently Amended) The method according to claim 1 further including the steps of including one or more advertisement classification codes in the advertisement broadcast by the advertiser telecommunications device, and comparing the one or more advertising classification codes with allowable advertisement codes in an advertisement screening operation by the consumer telecommunications device.

10. (Currently Amended) The method according to claim 9 in which the consumer telecommunications device stores or brings to the attention of a user only those advertisements which are passed by the screening operation that the consumer telecommunications device

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performs on the broadcast advertisements that ~~it~~ the consumer telecommunications device receives.

11. (Currently Amended) The method according to claim 1 in which the consumer telecommunications device replies to an advertisement via long range telecommunications to the advertiser telecommunications device.

12. (Cancelled)

13. (Cancelled)

14. (Currently Amended) The method according to claim 1 comprising using a mobile telephone, personal digital assistant, or other small portable electronic devices for both the advertiser telecommunications device and the consumer telecommunications device, the advertiser and consumer telecommunications devices both having both piconet short range and long range telecommunication capabilities.

15-19. (Cancelled)

20. (Currently Amended) A server adapted to act as an advertisement broker device contactable via wireless telecommunications with a consumer device, the server including an arrangement adapted to (a) receive one of (i) an advertisement message from an advertiser device or (ii) a reply message to an advertisement from the consumer device, and (b) forward the received message to a remote telecommunications device; the arrangement being adapted to modify the received message so as to ensure, at least initially, that no telecommunications address of an advertiser or replier to ~~[[an]]~~ the advertisement is passed with the modified message that is forwarded by the server, wherein the advertisement has a first part and a second part, the second part being sent from the advertiser device to the consumer device after the consumer device has screened the first part.

21. (Cancelled)

22. (Currently Amended) A network comprising:

an advertiser device comprising a first telecommunications device having both a short range transmitter and receiver unit, and a long range telecommunications transmitter and receiver, a memory, and a ~~control~~ processor, the memory including an advertisement;

a consumer device comprising a second telecommunications device, having: (a) a short range, piconet transmitter and receiver unit, (b) a long range telecommunications transmitter and receiver unit, (c) a second memory, and (d) a control processor, the second memory or the control processor of the consumer device having an advertisement receiver which, in use, is capable of receiving and storing an the advertisement, wherein the advertisement has a first part and a second part, and wherein the advertisement receiver is configured to receive the second part of the advertisement from the advertiser device after the consumer device has screened the first part;

and an advertisement broker device contactable via wireless telecommunications with both the advertiser and consumer devices, the broker device being adapted to selectively (a) pass advertiser details to the consumer device in response to triggering, (b) pass consumer details to the advertiser device in response to triggering, and (c) block passage of at least one of (i) advertiser details to the consumer device and (ii) consumer details to the advertiser device.

23-24. (Cancelled)

25. (Previously Presented) The network according to claim 22 in which the broker device is connectable with the advertiser device and the consumer device via long range wireless telecommunications.

26. (Previously Presented) The network of claim 22 wherein each the telecommunications devices includes a hybrid mobile telephone.

27. (Previously Presented) The method according to claim 1, wherein the change to the reply message includes augmenting the reply message.

28. (Currently Amended) The method according to claim 1, wherein the change to the reply message includes modifying original text ~~or of~~ of the reply message.

29. (Currently Amended) The network according to claim 28, wherein the original text is modified by removing an identifier of ~~the~~ a consumer.

30. (Currently Amended) The method according to claim 1, wherein the broker device is interposed in a telecommunications link between the advertiser device and the consumer telecommunications device.

31. (Currently Amended) The method according to claim 1, wherein the reply message communicated from the broker device to the advertiser telecommunications device is changed by the broker device changing the message data sent by the consumer telecommunications device by augmenting the message data in the reply message sent by the consumer telecommunications device to the broker device.

32. (Currently Amended) The server of claim 20, wherein in at least one of the advertisement message or the reply message includes a telecommunications address and the server is adapted to remove the telecommunication address from at least one of ~~the~~ advertisement data and the reply message to ensure that no telecommunication address of the advertiser or replier is passed with the message ~~transmitted~~ forwarded by the server.

33. (Currently Amended) The method of claim 1, further including ~~transmitting~~ receiving additional advertisement information from the advertiser telecommunications device ~~to~~ by the consumer telecommunications device in response to a request for additional information by the consumer telecommunications device to the advertisement.

34. (Currently Amended) The network of claim 22, wherein the advertisement broker device includes a server adapted to receive one of (i) an advertisement message or (ii) a reply

message to an advertisement and to forward the received message to a remote telecommunications device; the server being adapted to modify the received message so as to ensure, at least initially, that no telecommunications address of an advertiser or replier to an advertisement is passed with the message that is ~~transmitted~~ forwarded by the server.

35. (Previously Presented) The method according to claim 1 wherein the broker device changes the message data by blocking passage of at least one of (i) advertiser details to the consumer device and (ii) consumer details to the advertiser device.

36. (Currently Amended) The method according to claim 35 wherein the broker device changes the message data by blocking passage of the address of the advertiser telecommunications device to the consumer telecommunications device.

37. (Currently Amended) The network of claim 22 wherein the broker device is arranged, during passing of details of the advertiser to the consumer device, to block passage of the address of the advertiser telecommunications devices to the consumer telecommunications device.

38. (Cancelled)

39. (Currently Amended) The method according to claim 1, wherein the reply message communicated from the broker device to the advertiser telecommunications device is changed by the broker device changing the message data sent by the consumer telecommunications device by deleting some of the message data in the reply message sent by the consumer telecommunications device to the broker device.

40. (Currently Amended) ~~The A~~ network comprising:
an advertiser device comprising a first telecommunications device having both a short range transmitter and receiver unit, and a long range telecommunications transmitter and receiver, a memory, and a ~~control~~ processor, the memory including an advertisement;

a consumer device comprising a second telecommunications device, having (a) a short range, piconet transmitter and receiver unit, (b) a long range telecommunications transmitter and receiver unit, (c) a second memory, and (d) a control processor, the second memory or the control processor of the consumer device having an advertisement receiver which, in use, is capable of receiving and storing ~~an~~ the advertisement, wherein the advertisement has a first part and a second part, and wherein the advertisement receiver is configured to receive the second part of the advertisement from the advertiser device after the consumer device has screened the first part; and

an advertisement broker device contactable via wireless telecommunications with both the advertiser and consumer devices, the broker device being adapted to selectively (a) pass consumer details to the advertiser device in response to triggering and (b) block passage of at least one of (i) advertiser details to the consumer device and (ii) consumer details to the advertiser device.

41. (Previously Presented) The network of claim 40 wherein the broker device is also adapted to selectively pass advertiser details to the consumer device.

42. (Previously Presented) The network of claim 40 wherein the advertisement broker device is adapted to block passage of both (i) advertiser details to the consumer device and (ii) consumer details to the advertiser device.

43. (Previously Presented) The network of claim 22 wherein the advertisement broker device is adapted to block passage of both (i) advertiser details to the consumer device and (ii) consumer details to the advertiser device.

Reasons for Allowance

2. The following is an examiner's statement of reasons for allowance:

Claims 1, 7-11, 13-27, 45 and 46 are allowed.

Regarding claims 1 and 18, the reference Rautila and Examiner's newly discovered reference LaPorta, after having all the limitations, fail to teach that the second part of the advertisement is received from the advertiser device by the consumer device after the consumer device has screened the first part of the advertisement.

There is no suggestion in Rautila and LaPorta to combine with any other references to teach the claimed limitation.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MD S. ELAHEE whose telephone number is (571)272-7536. The examiner can normally be reached on MON-FRI.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, FAN TSANG can be reached on (571)272-7547. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/MD S ELAHEE/
MD SHAFIUL ALAM ELAHEE
Primary Examiner,
Art Unit 2614
March 12, 2010